



Rho Chapter 2020 Derby Days Sponsor Packet

Derby Days: March 29th-April 3rd



Dear Potential Partners,

Here at Sigma Chi Rho Chapter we firmly believe that we have the ability to be the generation to end cancer! We are asking each of our potential sponsors and those within our community join us in raising funds towards cancer research to help us achieve such a goal. Rho Chapter has had the ability to raise over \$50,000 in two consecutive years thanks to the support of our brothers, their family and friends, the Butler community, and the Indianapolis community. All of the proceeds raised through our efforts in the past five years have gone to cancer research at the Huntsman Cancer Institute in Salt Lake City, Utah.

The Huntsman Cancer Institute (HCI) was established by Jon M. Huntsman Sr. who was a Sigma Chi at the University of Pennsylvania in 1959. Just like those at Sigma Chi Rho Chapter and those in the Butler community Jon Huntsman was affected by cancer. Both of his parents were deceased from cancer and so was he. Jon Huntsman devoted his life to his family, his faith, and the battle against cancer. It has been Sigma Chi's philanthropic goal to continue his mission to fight the battle against cancer by contributing to his established cancer research and treatment center, the HCI.

This year Rho Chapter is setting its goal to raise \$100,000 throughout the 2019-2020 academic year. We will not be able to achieve such a goal without the help of sponsors and those in the Butler community. The Sigma Chi Rho Chapter is extremely excited to host our annual Derby Days and would like to extend the call for sponsors to be engaged in our efforts.



About Sigma Chi's Pledge

In December 2012, Sigma Chi designated the Huntsman Cancer Foundation as its sole preferred philanthropic partner. Since then, Sigma Chi's across North America have raised almost \$10 million for cancer research at the Huntsman Cancer Institute. In June of 2019 Sigma Chi Chapters across the United States pledged \$20 million to women's cancer, research, and wellness for the Huntsman Cancer Institute.



Thanks to generous donations and the Sigma Chi pledge, the HCI broke ground on the Kathryn F. Kirk Center for Comprehensive Cancer Care and Women's Cancers. Set to open its doors in 2022, this expansion will increase inpatient capacity by 50%, double the wellness and survivorship services, and include "one-stop" screening and treatment services for women's cancers.

The Kathryn F. Kirk

Center for Comprehensive Cancer Care and Women's Cancers at HCI will contain eight stories, with a floor dedicated to women's cancers; a new endoscopy center; increased services for blood and marrow transplant patients; an expansion of the HCI Wellness and Integrative Health Center; and 48 new inpatient hospital rooms.





The Generation to End Cancer

We are asking for your help to raise money for cancer research, treatment, and care. Every person is affected by cancer in some way. Whether it is you, a family member, a friend, a co-worker, or just somebody you know, we all have been affected by cancer.

HCI treats patients with all forms of cancer and is recognized among the top-performing cancer hospitals in the country by U.S. News and World Report. The Huntsman Cancer Institute is dedicated to helping their patients with the top treatments offered. Without the help of generous donations like yours, it is difficult to achieve that.

Outlined below is Huntsman's Mission and Guiding Principles:

Mission:

Huntsman Cancer Institute's mission is to understand cancer from its beginnings, to use that knowledge in the creation and improvement of cancer treatments, to relieve the suffering of cancer patients, and to provide education about cancer risk, prevention, and care.

Guiding Principles:

- The patient first
- A united effort
- Excellence in all we do



Huntsman Story

After Emma Houston learned she had breast cancer, the first thing she did was go shopping to buy shoes.

"I bought red three-inch high heels because I had a place to go, which was cancer treatment," she says with a laugh.

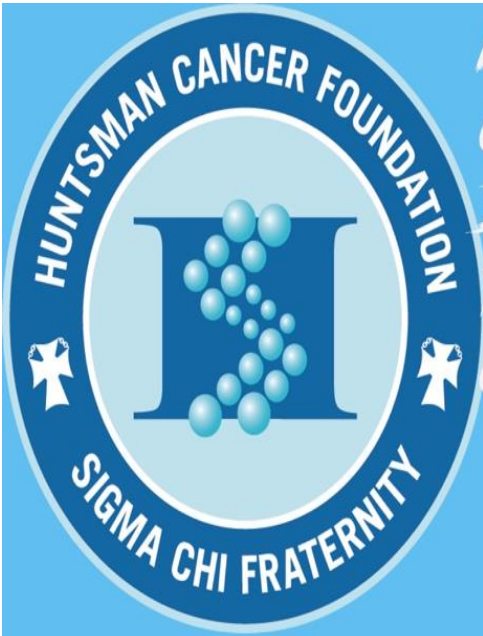
Emma's humor and positive outlook were as much a hallmark of her cancer journey as those heels. During fourteen months of breast cancer treatment at Huntsman Cancer Institute (HCI), Emma received a combination of surgery, radiation, and chemotherapy while insisting on doing the things that made her feel good.

"Even when I was sick enough that I came for treatments in a wheelchair, I wore the red heels because they make me feel beautiful. The infusion nurses always noticed—'I love those shoes'—every time."

Emma says the infusion nurses were "lifesavers" in working through difficulties while always keeping her comfort in mind. "They warmed my arms and gave me blankets during treatments," she says. "They must see a lot of pain and anger in their work, yet through it all they maintain a great attitude."



The care Emma received at HCI left an impact. "I know people show up in my life for a reason," she says. "The people at HCI helped me get through the experience of cancer."



**MORE GENES FOR INHERITED
CANCERS HAVE BEEN
DISCOVERED AT HCI
THAN AT ANY OTHER CANCER
CENTER IN THE WORLD.**



MORE STATISTICS

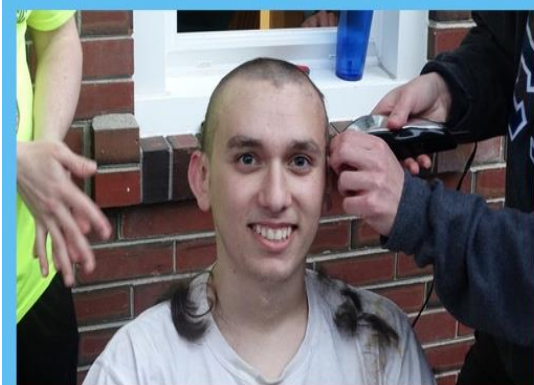
- \$50,000 for 1 clinical trial
- 20,000 new cases of breast cancer each year
- HCI manages more than 11 million different peoples information and records to help find a cure
- Rho Chapter has reached the 50K Club the past two years with a goal of reaching 100K this year



**GENES FOR CANCERS
DISCOVERED AT HUNTSMAN:**

- BREAST CANCER
- OVARIAN CANCER
- COLON CANCER
- BRAIN CANCER

AND MANY MORE














WE ARE THE GENERATION TO END CANCER



Partnership Benefits

Partnership Levels

	Championship \$5,000+*	Presidential \$3,000*	Elite \$1,500*	Club \$500*
Recognition on t-shirts	Company Logo	Company Logo	Listing	Listing
Logo on banner hung outside the chapter house				
Invitation to Gala Dinner (February 21 st)				
Included in social media campaign				
Logo painted on front sidewalk during Derby Days				
Opportunity to pass out promotional products				

*Recognized on stage at Derby Days lip sync competition



The world expects more of the men in Sigma Chi than it does of other men, as a result, it is up to us to be the generation to end cancer.

